



La Redoute

SUCCESS STORY

La Redoute boosts overall sales by more than 7% by using Criteo Customer Acquisition.

7%

Increase in overall sales

9%

Incremental online traffic

57%

New customer rate

30%

Less COS compared to other acquisition solutions

Challenge

La Redoute is one of Europe's leading fashion and homeware online retailers, focused on making French style accessible to all. Since partnering with Criteo, La Redoute has been successful in driving sales and consistently increasing their online revenue using Criteo Dynamic Retargeting.

In late 2017, La Redoute was looking for a new customer acquisition solution that could help them discover relevant shoppers, drive more traffic to their website and boost their online sales. To help convert prospects into new customers, La Redoute decided to join Criteo's beta programme in the UK and try Criteo Customer Acquisition.

Solution

Using personalised product recommendations across devices and sales channels, Criteo Customer Acquisition enabled La Redoute to drive new customer sales at a 30% less cost of sale (COS) compared to previous prospecting solutions.

Using a pool that covers more than 72% of global online shoppers, Criteo Customer Acquisition helped the leading French online retailer reach a staggering new customer rate of 57% on average, driving more than 9% incremental online traffic across all sales channels.

Thanks to Criteo's machine learning technology, unique shopper-scoring techniques and ability to distinguish new from existing customers, La Redoute was able to discover and convert new customers with the highest propensity to buy. The result was a 7% increase in overall sales.



How it works



Foster maximum engagement by analysing aggregated shopping and browsing events across a pool that covers 72% of the world's online shoppers, only targeting highly relevant shoppers with a high propensity to convert.



Apply a unique score for each shopper with the highest propensity to buy by granularly distinguishing new shoppers from existing customers across devices, browsers, and apps with Criteo's shopper-focused identity graph.



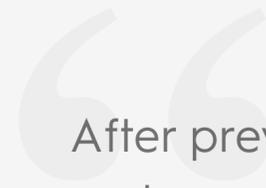
Deliver user-centric personalized product recommendations by applying Criteo's proven product recommendation and machine-learning technology across your acquisition campaigns at a granular shopper-level.



Benefit from a performance, CPC-based, acquisition solution and drive maximum ROI, paying only when relevant prospects engage with your Criteo Customer Acquisition campaign.



Enjoy superior campaign performance as a result of extensive shopper reach, continuous shopper understanding, mass personalization at scale, and unparalleled publisher reach.



After previously implementing a number of new customer acquisition solutions, we decided to join the Criteo Customer Acquisition closed beta programme back in 2017, confident that Criteo's technology will help us achieve our marketing objectives. Criteo Customer Acquisition not only helped us boost our overall sales by more than 7% thanks to its unrivaled understanding of our customers' journey and shopping patterns, it did so at 30% less COS compared to other prospecting activity we have carried out.



Paul Carmichael

Head of Digital, La Redoute

To learn more about how Criteo drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit criteo.com/about.